

ORDER



KLAS

Mike Jones

K-WAS

National

Orders Order / Rev: 35868
Alt Order #: 08802408
Product Desc: ISSUE
Estimate:
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 09/26/12 / 09/26/12
Order Type: GENERAL

Primary AE:
Sales Office:
Sales Region:

Agency Name: Nebo Media
Buying Contact: Jessica Murray
Billing Contact:
3299 K Street NW
Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRSC
Demographic: A35+
Product Codes: PO4
Priority: LV2
Revenue Codes: AGY, POL, ISS

New Business Thru: 09/04/11
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	35	\$47,950.00	\$40,757.50
10/29/12	10/30/12	18	\$32,200.00	\$27,370.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$47,950.00	\$40,757.50	0.00
November 2012	18	\$32,200.00	\$27,370.00	0.00
Totals	53	\$80,150.00	\$68,127.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	31%	\$80,150.00
Market	100%	\$258,548.39

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	18%	\$46,538.71
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	17%	\$43,953.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	10/24/12	10/26/12	8 News Now 6a M-F	CM	6-7a	--WTF--	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
Week:	10/22/12	10/28/12	--WTF--			1	\$1,200.00			0.00					
2	8	10/29/12	10/30/12		CM	6-7a	MT-----	:30	1	\$1,200.00	LV1	0.00	NM	1	\$1,200.00

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				8 News Now	6a M-F											
				8 News Now	6a M-F											
				NEWS												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/29/12	MT-----		1	\$1,200.00	0.00						
3	8	10/24/12	10/26/12	CBS This Morning	7-9a CM		7-9a		--WTF--	:30	2	\$1,000.00	LV1	0.00	NM	2 \$2,000.00
				CBS This Morning												
				EARLY SHOW												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/22/12	--WTF--		2	\$1,000.00	0.00						
4	8	10/29/12	10/30/12	CBS This Morning	7-9a CM		7-9a		MT-----	:30	2	\$1,000.00	LV1	0.00	NM	2 \$2,000.00
				CBS This Morning												
				EARLY SHOW												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/29/12	MT-----		2	\$1,000.00	0.00						
5	8	10/24/12	10/26/12	Live w/Kelly	CM		9-10a		--WTF--	:30	2	\$850.00	LV2	0.00	NM	2 \$1,700.00
				Live With Regis & Kelly												
				KELLY												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/22/12	--WTF--		2	\$850.00	0.00						
6	8	10/29/12	10/30/12	Live w/Kelly	CM		9-10a		MT-----	:30	1	\$850.00	LV2	0.00	NM	1 \$850.00
				Live With Regis & Kelly												
				KELLY												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/29/12	MT-----		1	\$850.00	0.00						
7	8	10/24/12	10/26/12	Price Is Right	CM		10-11a		--WTF--	:30	1	\$3,500.00	LV1	0.00	NM	1 \$3,500.00
				Price Is Right												
				PRICE												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/22/12	--WTF--		1	\$3,500.00	0.00						
10	8	10/24/12	10/26/12	8 News Now Noon	M-F CM		12-1230p		--WTF--	:30	2	\$850.00	LV2	0.00	NM	2 \$1,700.00
				8 News Now Noon M-F												
				NEWS												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/22/12	--WTF--		2	\$850.00	0.00						
11	8	10/29/12	10/30/12	8 News Now Noon	M-F CM		12-1230p		MT-----	:30	2	\$850.00	LV2	0.00	NM	2 \$1,700.00
				8 News Now Noon M-F												
				NEWS												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/29/12	MT-----		2	\$850.00	0.00						
12	8	10/24/12	10/26/12	1230-2p Soaps/ LMAD	CM		1230-2p		--WTF--	:30	1	\$900.00	LV2	0.00	NM	1 \$900.00
				Soaps / Let's Make A Deal												
				SOAPs												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/22/12	--WTF--		1	\$900.00	0.00						
13	8	10/29/12	10/30/12	1230-2p Soaps/ LMAD	CM		1230-2p		MT-----	:30	1	\$900.00	LV2	0.00	NM	1 \$900.00
				Soaps / Let's Make A Deal												
				SOAPs												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/29/12	MT-----		1	\$900.00	0.00						
14	8	10/24/12	10/26/12	The Talk 2-3P	CM		2-3p		--WTF--	:30	1	\$900.00	LV2	0.00	NM	1 \$900.00
				The Talk												
				TALK												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/22/12	--WTF--		1	\$900.00	0.00						
15	8	10/29/12	10/30/12	The Talk 2-3P	CM		2-3p		MT-----	:30	1	\$900.00	LV2	0.00	NM	1 \$900.00
				The Talk												
				TALK												
				Start Date	End Date	Weekdays	Spots/Week	Rate		Rating						
				Week:	10/29/12	MT-----		1	\$900.00	0.00						
16	8	10/24/12	10/26/12		CM		3-4p		--WTF--	:30	2	\$1,000.00	LV2	0.00	NM	2 \$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
Letterman													
Letterman													
LETTERMAN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12		10/28/12		--WTF--		2	\$850.00	0.00					
29	8	10/29/12	10/30/12	Letterman	CM	1135p-1237a	MT-----	:30	1	\$850.00	LV2	0.00 NM	1 \$850.00
LETTERMAN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/29/12		11/04/12		MT-----		1	\$850.00	0.00					
30	8	10/24/12	10/26/12	8 News Now 5a M-F	CM	5-6a	--WTF--	:30	2	\$1,000.00	LV1	0.00 NM	2 \$2,000.00
8 News Now 5a M-F													
NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12		10/28/12		--WTF--		2	\$1,000.00	0.00					
31	8	10/27/12	10/28/12	8 News Now 11p Sa/SuCM	CM	11-1135P	-----SS	:30	2	\$1,100.00	LV2	0.00 NM	2 \$2,200.00
8 News Now Sa/Su 11p													
NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12		10/28/12		-----SS		2	\$1,100.00	0.00					
32	8	10/27/12	10/27/12	CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$550.00	LV1	0.00 NM	1 \$550.00
CBS Early Show - Sat.													
SAT EARLY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12		10/28/12		-----S-		1	\$550.00	0.00					
33	8	10/27/12	10/27/12	NCAA Football	CM	NCAA College Foo-----S-	:30	1	\$5,000.00	LV1	0.00 NM	1 \$5,000.00	
NCAA College Football													
COLLEGE FOOTBALL													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12		10/28/12		-----S-		1	\$5,000.00	0.00					
34	8	10/27/12	10/27/12	8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	1	\$800.00	LV2	0.00 NM	1 \$800.00
8 News Now Sat 5-7p													
(5:00 PM-5:30 PM)													
NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12		10/28/12		-----S-		1	\$800.00	0.00					
35	8	10/27/12	10/27/12	Sat 7-8p - ET Wknd	CM	7-8p	-----S-	:30	1	\$600.00	LV2	0.00 NM	1 \$600.00
Ent Tonight Weekend													
ET WEEKEND													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12		10/28/12		-----S-		1	\$600.00	0.00					
36	8	10/29/12	10/29/12	Mon 10-11p	CM	10-11p	M-----	:30	1	\$12,000.00	LV1	0.00 NM	1 \$12,000.00
Hawaii Five-O													
HAWAII 5-0													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/29/12		11/04/12		M-----		1	\$12,000.00	0.00					
37	8	10/28/12	10/28/12	CBS News Sunday Morn@M		CBS Sunday Morn-----S	:30	1	\$2,000.00	LV1	0.00 NM	1 \$2,000.00	
CBS News Sunday Morning													
SUN MORN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12		10/28/12		-----S		1	\$2,000.00	0.00					
38	8	10/28/12	10/28/12	Face The Nation	CM	Face The Nation	-----S	:30	1	\$2,500.00	LV1	0.00 NM	1 \$2,500.00
Face The Nation													
FACE THE NATION													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12		10/28/12		-----S		1	\$2,500.00	0.00					
41	8	10/28/12	10/28/12	8 News Now Sun 5-7p	CM	5-7p	-----S	:30	1	\$1,500.00	LV1	0.00 NM	1 \$1,500.00
8 News Now Sun 5-7p													
(6:30 PM-7:00 PM)													
NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>				
Week: 10/22/12		10/28/12		-----S		1	\$1,500.00	0.00					

Totals 53 \$80,150.00